

C101 Midterm Exam
Spring 2020, Conway

Name

For the scientific question assignment, class members were required to use a “primary, scientific source.” Which of the following from IU Libraries would NOT be an appropriate database to use for this assignment?

- a. Academic Search (EBSCO)
- b. JSTOR
- c. OneSearch@IU
- d. NewspaperARCHIVE**
- e. All of the above are appropriate databases to use

Why can't we improve the profession of journalism through a standardized test, much like doctors and lawyers?

- a. Different factions can't agree on proper testing method
- b. Top journalism programs, such as at IU, do not want to lose their influence over the profession
- c. Congress has blocked all attempts at a standardized test
- d. Under the First Amendment, anyone can call themselves a journalist.**

What are the five freedoms in the First Amendment to the U.S. Constitution?

- a. Speech, press, religion, assembly, and voting
- b. Speech, press, religion, petition, and gun ownership
- c. Speech, press, assembly, petition, and voting
- d. Speech, press, religion, assembly, and petition**

The One-Way Communication Model we discussed in class does NOT include:

- a. Channel
- b. Message
- c. Time**
- d. Receiver

According to Crash Course Media Literacy #4 Media & the Mind, human brains automate tasks in order to make processing information more efficient. These automatic routines are beneficial in processing media messages.

- a. True
- b. False**

Which of these demonstrates a lack of media literacy?

- a. Getting too invested in the shows you watch
- b. Using “the media” instead of “media” as a plural**
- c. Keeping tabs on how much time you use media each day
- d. Spending more time on social media than on reading books

Which of these is NOT a component of media literacy?

- a. Evaluate
- b. Create
- c. **Purchase**
- d. Act

The commercial we watched for *Ring* doorbell camera represented a _____ view of technology?

- a. dystopian
- b. myopian
- c. **utopian**
- d. riparian

According to our lecture, which of these describes “knowledge?”

- a. Piecemeal, random, changing
- b. Chaotic, whirlwind, subjective
- c. Rational, objective, practical
- d. **Structured, organized, of enduring significance**

Which of the following statements about media is **false**?

- a. The term *media* is plural
- b. The media consists of multiple channels of communication
- c. Media deliver content
- d. **The media function as one unit**
- e. None of the above

What term best describes the idea that people and culture determine how we use technology?

- a. **social construction of technology**
- b. social darwinism
- c. social technological hypothesis
- d. social media algorithm

What phrase in the Communications Act of 1934 allowed the FCC to demand that radio and TV station offer news and public affairs programming in order to keep their licenses throughout most of the 20th century?

- a. Freedom of speech
- b. Freedom of expression
- c. **public interest, convenience, and necessity**
- d. marketplace of ideas

Which of the following **IS NOT** a main method used in social science research?

- a. **Data Routing**
- b. Experiment
- c. Survey
- d. Content Analysis

During Dr. Rob Potter's guest lecture, what type of information was he studying concerning the introduction of specific sounds on radio.

- a. breaking news
- b. severe weather emergency
- c. advertising**
- d. sports broadcasts

According to the Sparks reading on Media Effects, which of the following is **NOT** a goal of science?

- a. Prediction
- b. Explanation
- c. Understanding
- d. Control
- e. All are goals of science**

A company owns an airline, a streaming service and an advertising firm. This is an example of...?

- a. A vertically integrated company
- b. A conglomerate**
- c. A diagonally integrated company
- d. A socialist company

What is one of the main issues facing the United States' for-profit media system today.

- a. Journalistic independence is threatening our public institutions
- b. Business owners have no power over the journalists they employ
- c. Journalists spend too much time covering non-dominant groups in our society
- d. Journalists' first priority is informing the public, their companies are most interested in making money**

Which of the following statements best describes most newspapers during this transition from print to digital media?

- a. more reporters focused on local issues, fewer on international issues
- b. fewer people access newspaper content, causing drop in advertising revenue
- c. more people access newspaper content, but still drop in advertising revenue**
- d. corporations forgo profits to add more reporters to help inform the public

The FCC's policy toward net neutrality changed after the 2016 presidential election.

- a. True**
- b. False

According to Dr. Jim Kelly during his guest lecture, which term best describes Journalism

- a. public good**
- b. business
- c. government function
- d. profit center

During his guest lecture, Prof. Tony Fargo discussed the definitions of media law and media policy. Which of the following best articulates his definition of policy?

- a. The accumulation of constitutions and statutes, plus the court decisions that interpret them
- b. The work of administrative agencies and various interest groups that try to influence those agencies**
- c. The written decisions produced by the U.S. Supreme Court
- d. None of the above

According to the Nielsen Report, which media platform has the highest reach among US adults?

- a. App/ website on a smartphone
- b. Radio**
- c. Internet on a computer
- d. TV

Dean James Shanahan in his guest lecture told us that people are drawn to conspiracy theories because _____?

- a. Conspiracy theories are developed though good narratives or stories.**
- b. Conspiracy theories are easy to believe.
- c. Conspiracy theories are hard to disprove.
- d. Conspiracy theories are fads that the general population follow.

Which of the following statements is TRUE, according to the McChesney reading?

- a. Mergers create business efficiencies, thereby increasing profits for media companies**
- b. The Internet has made it more difficult to enter the radio and TV broadcasting businesses
- c. As media concentration increases, consumers experience an increase in quality
- d. Few foreign companies invest in American media companies

The Federal Communications Commission's Open Internet Order in 2010 required internet service providers to treat all content equally when providing access to customers. This policy is commonly called "net neutrality."

- a. True**
- b. False

Which of the following are examples of the U.S. Government taking an active role in helping/regulating media?

- a. Federal Communications Commission broadcast license system
- b. Promoting newspapers through the Postal Act of 1792
- c. Including Freedom of the Press in the U.S. Constitution
- d. All of the above**

In your assigned reading the American Press Institute explains the elements of good journalism. Which of the following is NOT one of the elements API lists?

- a. A forum for comment and criticism
- b. An obligation to the truth
- c. A loyalty to citizens
- d. An allegiance to the government**
- e. An independent monitor of power

Which of the following is NOT one of the facts from *Elonis v. United States*?

- a. Anthony Elonis posted violent lyrics on Facebook
- b. Elonis suggested harm to his wife, a shooting at elementary schools, and killing an FBI agent
- c. Elonis claimed someone hacked his social media and blackmailed him**
- d. Elonis argued courts had to prove he specifically wanted to scare his wife and others.

The *Today Show* segment we watched about home security cameras represented a _____ view of technology.

- a. dystopian**
- b. myopian
- c. utopian
- d. riparian

Which one statement is false about the Telecommunication Act of 1996?

- a. It called for deregulation of media businesses
- b. It eliminated the restriction of one company owning two TV stations in the same market
- c. It increased the amount of radio news in the United States**
- d. It resulted in many merger activities in media businesses

In our discussion on the pros and cons of technological determinism, how did Thomas Edison first think he would make money on motion pictures?

- a. He envisioned the Hollywood studio model
- b. Renting/selling arcade machines to view individual films**
- c. Transforming popular comics of the 1890s into films
- d. Selling portable film cameras so everyone could film their own events

People who increase their media literacy _____.

- a. Are able to use media to accomplish personal goals
- b. Can interpret and understand media messages more deeply
- c. Have a deeper appreciation of media
- d. All of the above**
- e. None of the above

According to the Baym reading, what do we call it when a technology becomes normalized and no longer discussed in utopian or dystopian terms.

- a. commodification of technology

- b. massification of technology
- c. iconization of technology
- d. domestication of technology**

Which of the following is NOT a value of American Journalism that comes from Enlightenment Philosophy?

- a. Suppressing unpopular ideas**
- b. Confronting and exposing corruption
- c. Serving as a watch dog of the government
- d. Presenting facts without passing judgment on them
- e. Being open in sharing information and in the reporting process

Which of the following is NOT a way Journalism differs from other media?

- a. Journalists' loyalty is to the public, not to themselves or organizations
- b. Journalists use an objective process of verifying facts in order to present truth
- c. Journalists monitor and report on powerful people, organizations and institutions, such as government
- d. Journalism attempts to reach a large audience through various methods**
- e. Journalism is the only media specifically protected by the U.S. Constitution

What term best describes the idea that technology is responsible for changes in our society?

- a. agenda-setting
- b. technological dystopia
- c. third-person effect
- d. technological determinism**

Media Literacy involves _____.

- a. Transforming information into knowledge.**
- b. Transforming knowledge into information.
- c. Coming up with ideas based on gathered knowledge and information.
- d. None of the above.

In our assigned reading, author Bob McChesney says that the increasing concentration of media business ownership is undesirable and will hurt society.

- a. True**
- b. False

Which of the following rights is not in the First Amendment?

- a. Freedom of Speech
- b. Freedom to Vote**
- c. Freedom of the Press
- d. Right to Assemble
- e. All of the above are in the First Amendment

What are the two general areas of media research?

- a. Social Sciences & Technology

- b. Humanities & Media
- c. Social Sciences & Humanities**
- d. Technologies & Media

According to Dr. Jim Kelly during his guest lecture, what was the term used to describe the role of editors and publishers in the previous era of limited access to news?

- a. censor
- b. arbiter
- c. influencers
- d. gate-keepers**

Journalism is a process of ____, ____, and ____ information.

- a. gathering, verifying, reporting**
- b. gathering, exchanging, reporting
- c. collecting, analyzing, exchanging
- d. collecting, verifying, exchanging

What are the five steps of media literacy skills?

- a. Access, Critique, Adopt, Spread, React
- b. Reach, Receive, React, Recreate, Reflect
- c. Access, Analyze, Evaluate, Create, Act**
- d. Access, Acquire, Analyze, Adopt, Act

Based on the examples he used in his video segment, John Oliver believes journalism is in danger because . . .

- a. The public isn't willing to pay for it
- b. Large news corporations are more concerned with attracting audiences, saving and making money
- c. There's too much emphasis on soft news, feature-type stories
- d. All of the above**
- e. None of the above

All media are constructed with what two attributes?

- a. visuals and a specific world view
- b. objectivity and responsibility
- c. a purpose and particular point of view.**
- d. none of the above.

In the Sparks "Media Effects" reading, scientific hypotheses must be "falsifiable," which means....

- a. they must include controversial statements
- b. it is possible to specify the type of observable data that would make them false.**
- c. that scientists can manipulate the experiment
- d. they can be proven true

According to the Baym reading, what is a middle ground way of thinking about the interaction between technology and culture?

- a. scientific method
- b. technological determinism
- c. social shaping of technology**
- d. social construction of technology

Which of the following are types of knowledge?

- a. Messages
- b. Factual Information
- c. Social Information
- d. All of the above**

What did we watch in class that I said might have caused me to be arrested more than fifty years ago in the state of Indiana?

- a. *Birth of a Nation*
- b. *Reefer Madness*
- c. *Louie Louie* by the Kingsmen**
- d. *Kill the Poor* by the Dead Kennedys

Which one of the following arguments is **false** according to the reading of *Elements of Journalism*?

- a. First obligation is to the truth
- b. First loyalty is to citizens
- c. If the facts are correct, it's okay if the story is boring**
- d. Journalists should remain comprehensive and proportional (don't over-cover or under-cover) in reporting